

## IN THE CLAIMS

Please amend the claims as follows:

1. (Currently amended) A computer-implemented method of predicting the geographic location of a user of a communication network based on the user's network address, the method performed by a computer system having an operatively interconnected processor, memory and communications interface, the method comprising:

obtaining via a communications network and the communications interface, user-reported geographic locations from a plurality of users of the communications network for one network address, wherein the geographic locations are voluntarily entered and directly provided by the users;

storing the geographic locations in the memory of the computer system;

storing the one network address in the memory of the computer system;

operating the processor of the computer system to correlate the stored geographic locations with the stored network address and to generate predictive data identifying a predicted geographic location for the one network address based on the stored geographic locations for the plurality of users;

storing the predictive data in the memory; and

operating the processor to reference the predictive data stored in the memory and to identify a predicted geographic location of a particular user of the communications network as a function of the one network address through which the particular user accesses the communications network.

2. (Previously Presented) The method of claim 1 further comprising determining, for each network address, a rating of the likelihood that the predicted geographic location

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accurately reflects the geographic location of users who access the network through that network address.

3. (Previously Presented) The method of claim 2 further comprising determining, for each network address, a plurality of overlapping predicted geographic areas of increasing size, and, for each such geographic area, a rating of the likelihood that the predicted geographic area accurately reflects the geographic location of users who access the network through that network address.

4. (Previously Presented) The method of claim 3 further comprising determining at least a city and a state in the geographic areas of increasing size.

5. (Previously Presented) The method of claim 1 further comprising determining one or more of a home or business address and a telephone number in the stored geographic locations.

6. (Previously Presented) The method of claim 1 wherein obtaining the user-reported geographic locations comprises obtaining said geographic locations voluntarily from said users.

7. (Previously Presented) The method of claim 6 wherein said network is the Internet and obtaining the user-reported geographic locations comprises operating a website on the Internet and asking users of the website to self report their geographic locations.

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8. (Previously Presented) The method of claim 7 wherein step of obtaining the user-reported geographic locations comprises requiring users of the website to self report their geographic locations in order to utilize a service provided through said website.

9. (Previously Presented) The method of claim 1 wherein said user-reported geographic locations comprises the users' self reported addresses.

10. (Canceled).

11. (Previously Presented) The method of claim 1 further comprising:  
obtaining data indicative of the integrity of the user-reported geographic locations; and

wherein correlating the user-reported geographic locations with the network address further comprises further correlating the user-reported geographic locations and network address with the integrity data to generate a rating of the likely accuracy of the predictive geographic location.

12. (Previously Presented) The method of claim 11 wherein the predictive location comprises, for each network address, a plurality of overlapping predicted geographic areas of increasing size, and, for each such geographic area, a rating of the likelihood that the predicted geographic area accurately reflects the geographic location of users who access the network through that network address.

13. (Previously Presented) The method of claim 11 wherein said obtaining and storing data purportedly disclosing the geographic location of a plurality of users of the

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network comprises obtaining said user-reported geographic locations voluntarily from said users.

14. (Previously Presented) The method of claim 13 wherein said network is the Internet and obtaining the user-reported geographic locations comprises operating a website on the Internet and asking users of the website to self report information indicative of their geographic locations.

15. (Original) The method of claim 14 wherein the website provides a service whereby users of said website transact business with other users of said website and further wherein users of said website provide feedback information to said website about other users of the website with whom they have transacted business indicative of the integrity of the other users and wherein the integrity data comprises said feedback information.

16. (Original) The method of claim 14 wherein an entity sells goods via the website and requires a user, when purchasing goods, to self report an address to which the user wishes the goods to be shipped and a payment vehicle to which the cost of the goods is to be charged and wherein the integrity data comprises a rating based on a correlation of the self reported ship to address and a billing address for the payment vehicle.

17. (Currently amended) A computer readable product embodied on computer readable media readable by a computing device for predicting the geographic location of a user of a communication network based on the user's network address, said product comprising computer executable instructions for:

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obtaining and storing user-reported geographic locations from a plurality of users of the communications network for one network address, wherein the geographic locations are voluntarily entered and directly provided by the users;

correlating the stored user-reported geographic locations with the stored one network address and to generate predictive data identifying a predicted geographic location for the one network address based on the stored user-reported geographic locations for the plurality of users; and

identifying a predicted geographic location of a particular user of the communications network as a function of the one network address through which the particular user accesses the communication network.

18. (Previously Presented) The product of claim 17 further comprising determining, for each network address, a rating of the likelihood that the predicted geographic location accurately reflects the geographic location of users who access the network through that network address.

19. (Previously Presented) The product of claim 18 further comprising determining, for each network address, a plurality of overlapping predicted geographic areas of increasing size, and, for each such geographic area, a rating of the likelihood that the predicted geographic area accurately reflects the geographic location of users who access the network through that network address.

20. (Original) The product of claim 19 wherein said plurality of geographic areas of increasing size comprise at least a city, a state, and a country.

21. (Previously Presented) The product of claim 17 wherein said user-reported geographic locations comprises the users' self reported addresses.

22. (Previously Presented) The product of claim 17 further comprising:  
computer executable instructions for obtaining data indicative of the integrity of the user-reported geographic locations; and  
wherein the computer executable instructions for correlating further comprises computer executable instructions for further correlating the user-reported geographic locations and network address with the integrity data to generate a rating of the likely accuracy of the predictive geographic location.

23. (Original) The product of claim 22 wherein the predictive data comprises, for each network address, a plurality of overlapping predicted geographic areas of increasing size, and, for each such geographic area, a rating of the likelihood that the predicted geographic area accurately reflects the geographic location of users who access the network through that network address.

24. (Original) The product of claim 23 wherein the integrity data comprises data provided by users of a website about other users of the website with whom they have transacted business that is indicative of the integrity of the other users.

25. (Currently amended) A computer-implemented method of predicting the geographic location of a user of the Internet who visits a Website on the Internet based on an Internet Protocol address, the method being performed by a computer system having an operatively interconnected processor and, the method comprising:

obtaining and storing in the memory user-reported geographic locations of a plurality of users of the network who visit the website through a network address, wherein the geographic locations are voluntarily entered and directly provided by the users;

the processor correlating the user-reported geographic locations with the network address to generate predictive data predicting accuracy of the user-reported geographic locations associated with the network address based on the user-reported geographic locations of the plurality of users;

when a particular user of the network visits the website, referencing the stored predictive data to identify a predicted geographic location for the particular user based on the network address through which the user accesses the network and the predictive data; and

storing in the memory the predicted geographic location for the particular user.

26. (Previously Presented) The method of claim 25 further comprising:

providing geographically targeted advertising to users who visit a website on the Internet based on the predicted geographic location.

27. (Original) The method of claim 25 wherein the predictive data comprises, for each network address, a predicted geographic area and a rating of the likelihood that the predicted geographic area accurately reflects the geographic location of users who access the network through that network address.

28. (Original) The method of claim 27 wherein the predictive data comprises, for each network address, a plurality of overlapping predicted geographic areas of increasing size,

and, for each such geographic area, a rating of the likelihood that the predicted geographic area accurately reflects the geographic location of users who access the network through that network address.

29. (Previously Presented) The method of claim 25 wherein obtaining and storing the user-reported geographic locations of a plurality of users of the network who visit the website comprises obtaining said user-reported geographic locations voluntarily from said users.

30. (Previously Presented) The method of claim 29 wherein obtaining and storing the user-reported geographic locations of a plurality of users of the network who visit the website comprises asking users of the website to self report their geographic locations.

31. (Previously Presented) The method of claim 30 wherein obtaining and storing the user-reported geographic locations of a plurality of users of the network who visit the website comprises requiring users of the website to self report their geographic locations in order to utilize a service provided through said website.

32. (Canceled).

33. (Previously Presented) The method of claim 29 further comprising:  
obtaining data indicative of the integrity of the user-reported geographic locations; and

wherein correlating the user-reported geographic locations with the network address further comprises further correlating the user-reported geographic locations



and network address with the integrity data to generate a rating of the likely accuracy of the predictive geographic location.

34. (Original) The method of claim 33 wherein the predictive data comprises, for each network address, a plurality of overlapping predicted geographic areas of increasing size, and, for each such geographic area, a rating of the likelihood that the predicted geographic area accurately reflects the geographic location of users who access the network through that network address.

35. (Original) The method of claim 27 wherein the website provides a service whereby users of said website transact business with other users of said website and further wherein users of said website provide feedback information to said website about other users of the website with whom they have transacted business indicative of the integrity of the other users and wherein the integrity data comprises said feedback information.

36. (Original) The method of claim 27 wherein an entity sells goods via the website and requires a user, when purchasing goods, to self report an address to which the user wishes the goods to be shipped and a payment vehicle to which the cost of the goods is to be charged and wherein the integrity data comprises a rating based on a correlation of the self reported ship to address and a billing address for the payment vehicle.